



"Mountain Fresh" Air

ELECTROSTATIC FILTRATION PLUS NEGATIVE IONIZER
PROVIDES "MOUNTAIN FRESH" AIR FOR HOME OR OFFICE!

Research scientists' findings indicate that the freshest, purest, healthiest air is found in the mountains away from the impurities introduced by burning of fuels, carbon gases, etc. of the cities. VIM, the portable electrostatic filter with negative ionizer, now makes it possible for the air in your home, hospital or office to be "Mountain Fresh." VIM recirculates air and effectively removes the odors, smoke, dust, pollen, dirt and other particles down to .01 microns commonly found even in so-called fresh air.

A Tritium Ionizer scientifically balances the cleaned air for maximum comfort. **LIST PRICE COMPLETE \$249.50**

ONLY **VIM** HAS MECHANICAL, ELECTRO-STATIC AND ACTIVATED CHARCOAL FILTRATION PLUS ION CONTROL

MECHANICAL FILTER . . .

A corrugated, perforated aluminum foil filter removes all large airborne particles.

ELECTRO - STATIC FILTER . . .

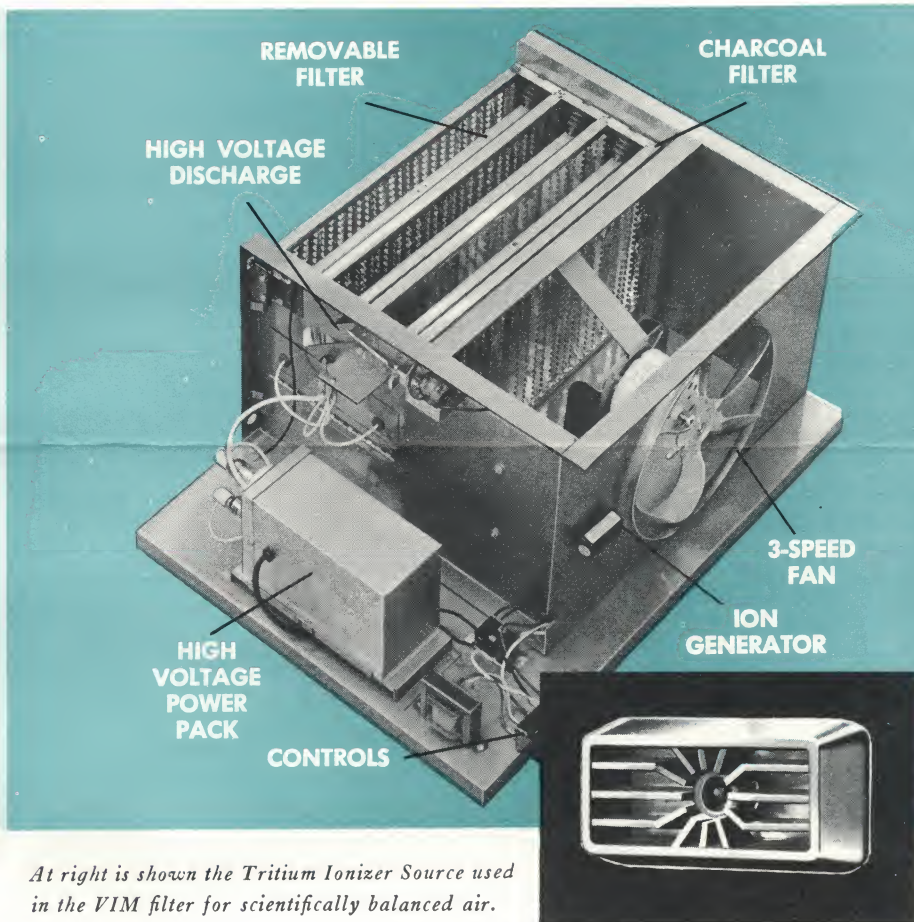
A seven element unit of positive and negative charged plates charges and retains microscopic particles. This unit can be washed or replaced.

ACTIVATED CHARCOAL FILTER . . .

A single charcoal impregnated filter removes remaining gases, smokes and odors.



The 2 illustrations above are visual proof of the effectiveness of VIM filtration. First illustration shows unfiltered air; second shows VIM filtered air.



At right is shown the Tritium Ionizer Source used in the VIM filter for scientifically balanced air.

For several years research scientists have been studying the effects of ion imbalance in the air on the attitudes and health of animals and people. We quote:

"Under controlled conditions at the Good Samaritan Hospital in Los Angeles, positive ions were observed to produce irritation of the respiratory tract with at least one of the following symptoms: headache, nasal obstruction, husky voice, sore throat, itching nose or dizziness. Also, with positive ionization, maximum breathing capacity was reduced 33% while with negative ionization there was no appreciable difference in the breathing capacity noted.

"In a clinical study of a large group of hay fever sufferers subjected to both positive and negative air ionization, Kornbluh, Piersol, and Speicher found that 63% of the subjects received from partial to complete relief on exposure to negative ionization."

"Routine treatment of thermal burns at the Northeastern Hospital, Philadelphia, developed that negative ionization lowered the rate of local infection, speeded drying of the burned areas, produced a quality of deodorization and lowered requirements of narcotics and sedatives."

Sources:

- (1) Kornbluh, I. H. and Griffen, J. E., "Artificial Air Ionization in Physical Medicine", Preliminary Report, *American Journal of Physical Medicine*, Vol. 34:6, 618-631, December 1955.
- (2) Kornbluh, A. H., Piersol, G. M., and Speicher, F. P., "Relief from Pollinosis in Negatively Ionized Rooms", *American Journal of Physical Medicine*, Vol. 37, 18-27, 1958.
- (3) Krueger, A. P. and Smith, R. F., "Effects of Air Ions on the Living Mammalian Trachea", *Journal of General Physiology*, Vol. 42, 69-82, 1958.
- (4) Krueger, A. P. and Smith, R. F., "Effects of Gaseous Ions on Tracheal Ciliary Rate", *Proceedings of the Society for Experimental Biology and Medicine*, Vol. 98, 412-414, 1958.
- (5) Winsor, T. and Beckett, J. C., "Biological Effects of Ionized Air in Man", *American Journal of Physical Medicine*, Vol. 37, No. 2, April 1958.
- (6) "Ions Affect Health, Behavior", *Electronics*, February 26, 1960.

Litho in U. S. A.



SPECIFICATIONS

Cabinet size	24" x 18" x 12"	115V. 60 Cycle — 40 Watts
High speed	300 CFM	Vinyl covered steel cabinet
Medium speed	200 CFM	Colors: Turquoise or Wood Grain
Low speed	100 CFM	Stand: Adjustable height

P. O. BOX 545

MANUFACTURED BY MASTER APPLIANCE CORPORATION

1745 FLETT AVENUE, RACINE, WISCONSIN, U.S.A.